

We claim:

1. A method of electronically providing electronic media content and advertising content,
said method comprising the steps of:

providing a media player;

5 providing electronic media content;

providing advertising content;

electronically providing said media player with said electronic media content via a first
method of transmission;

electronically providing said media player with said advertising content via a second
10 method of transmission; and

wherein said media player provides said electronic media content to a user and further
wherein said media player electronically controls when said advertising content is provided to
said user.

2. The method of claim 1, wherein said electronic media content is provided by a electronic
15 media content provider and said advertising content is provided by an advertising content
provider.

3. The method of claim 2, wherein said advertising content provider pays a payment to have
its advertising content played on said media player and said electronic media content provider is
paid at least a portion from said payment.

20 4. The method of claim 1, wherein said advertising content comprises advertisements and
said media player comprises an advertising control module, wherein said advertising control
module determines when to play advertisement(s) and which of said advertisement(s) to play.

5. The method of claim 1, wherein said media player comprises a user interface.

6. The method of claim 1, wherein said media player collects and stores user data.
7. The method of claim 6, wherein said user data is electronically provided to a provider of said advertising content.
8. The method of claim 1, wherein said electronic media content is secure and is not capable
5 of being played without use of access data associated with said secured electronic media content.
9. The method of claim 1, wherein said media player determines whether to allow said media player to play electronic media content based upon access rules.
10. The method of claim 1, wherein said second method of transmission is a wireless transmission.
11. The method of claim 10, wherein said first method of transmission is a high bandwidth
10 transmission.
12. The method of claim 10, wherein said first method of transmission is a connection to the Internet.
13. The method of claim 1 further comprising:
15 providing access data, wherein said electronic media content is encrypted and said access data is related to said encrypted electronic media content;
electronically providing said media player with said access data;
determining whether access rules have been satisfied;
decrypting said encrypted electronic media content using said access data; and
20 wherein said media player provides said electronic media content to a user after said steps of determining and decrypting.

14. The method of claim 13, wherein said step of electronically providing said media player with said access data comprises electronically providing said media player with said access data via a third method of transmission.

15. The method of claim 14, wherein said access data is delivered from a provider of said
5 electronic media content to a coordination system via a fourth method of transmission.

16. The method of claim 1, wherein said media player reads said electronic media content from a memory storage device.

17. The method of claim 1, wherein said first method of transmission and said second method of transmission are the same type of method of transmission.

10 18. The method of claim 1, wherein said first method of transmission and said second method of transmission are different types of methods of transmission.

19. The method of claim 1, wherein said media player can receive data but cannot transmit data.

20. The method of claim 1, wherein said advertising content is provided to said user based upon advertising criteria.

21. The method of claim 1, wherein said media player determines whether to play said advertising content based upon a service level.

22. The method of claim 21, wherein said service level is stored in a header of said electronic media content.

20 23. The method of claim 1, wherein said media player is used with an automobile audio or video device.

24. The method of claim 1, wherein said media player is used with an airplane audio or video device.

25. The method of claim 1, wherein said media player is used with a cellular phone.

26. The method of claim 1, wherein said media player transmits instant text or audio messages.

27. The method of claim 1, wherein a provider of said electronic media content is

5 compensated at least in part, directly or indirectly, by a provider of said advertising content.

28. The method of claim 1, further comprising the steps of:

disconnecting said media player from said first method of transmission wherein said media player ceases to receive electronic media content via said first method of transmission; and

10 updating said advertising content in said media player via said second method of transmission.

29. A media player that electronically provides electronic media content and advertising content comprising:

15 an electronic media content storage device, wherein said electronic media content storage device receives and stores electronic media content;

an electronic advertising content storage device, wherein said electronic advertising content storage device receives and stores advertising content;

an output component that outputs said electronic media content and advertising content to a user, wherein said electronic media content that is encrypted is decrypted prior to being output;

20 and

an advertising control module, wherein said advertising control module electronically controls when advertising is provided to said user.

30. The media player of claim 29, wherein said advertising content comprises pre-loaded advertising content that has been pre-loaded onto said media player.

31. The media player of claim 29, wherein said electronic media content storage device and said electronic advertising content storage device are the same device.

5 32. The media player of claim 29, wherein said media player comprises pre-loaded electronic media content that has been pre-loaded onto said media player.

33. The media player of claim 29, wherein said electronic media content storage and device and said advertising content storage device comprises a SIM.

34. The media player of claim 29, wherein said media player further comprises a decryption
10 module that decrypts electronic media content that has been encrypted.

35. The media player of claim 34, wherein said media player further comprises an access data storage device that receives and stores access data, wherein said decrypting module uses access data to decrypt said electronic media content that has been encrypted.

36. The media player of claim 35, wherein said access data storage device receives said access data via a third method of transmission.

37. The media player of claim 36, wherein said media player receives said encrypted electronic media content via a first method of transmission and said advertising content via a second method of transmission.

38. The media player of claim 29, wherein access rules determine whether said media player
20 can output said electronic media content.

39. The media player of claim 29, wherein said media player can receive data but cannot transmit data.

40. The media player of claim 29, wherein said media player can receive and transmit data.

41. The media player of claim 29, wherein said media player receives said electronic media content and said advertising content via a first method of transmission.

42. The media player of claim 29, wherein a service level is stored in a header of said electronic media content and said media player determines whether to play said advertising content based upon a service level.

43. Computer executable process steps operative to control a computer, stored on a computer readable medium, comprising:

a plurality of steps to receive data required for subsequent calculations; and

a plurality of steps to automatically control when advertising content is provided to a user

via a media player based on electronic media content that is provided by said media player to said user.

44. The steps of claim 43, wherein said plurality of steps to automatically control when advertising content is provided comprises consideration of demographics of said user.

45. The steps of claim 43, wherein said plurality of steps to automatically control when advertising content is provided comprises consideration of demographics of said electronic media content.

46. The steps of claim 43, wherein said plurality of steps to automatically control when advertising content is provided comprises consideration of a number of times said electronic media content has been played by said media player without playing said advertising content.

47. The steps of claim 43, wherein said plurality of steps to automatically control when advertising content is provided comprises consideration of demographics of said user, demographics of said electronic media content and a number of times said electronic media content has been played by said media player without playing said advertising content.

48. The steps of claim 43, wherein said electronic media content is encrypted and access data is provided to decrypt said electronic media content.

49. The method of claim 43, wherein said media player can receive data but cannot transmit data.

5 50. A method for electronically providing electronic media content and advertising content, said method comprising:

providing a media player;

providing electronic media content, wherein said electronic media content is from an electronic media content provider;

10 electronically providing said media player with said electronic media content via a first method of transmission;

15 disconnecting said media player from said first method of transmission wherein said media player ceases to receive electronic media content via said first method of transmission; and

20 after said step of disconnecting, electronically providing said media player with advertising content via a second method of transmission.

51. The method of claim 50, further comprising the step of electronically providing said media player with updated advertising content via said second method of transmission.

52. The method of claim 50, wherein said media player provides electronic media content and advertising content to a user and further wherein said media player controls when advertising is played by said media player.

53. The method of claim 50, wherein said advertising content comprises advertisements and said media player comprises an advertising control module, wherein said advertising control module determines which of said advertisements to play.

54. The method of claim 50, wherein said media player collects and stores user data.

5 55. The method of claim 54, wherein said user data is electronically provided to a provider of said advertising content.

56. The method of claim 50, wherein said electronic media content is encrypted, said method further comprising decrypting said electronic media content.

57. The method of claim 56, further comprising access data, wherein said access data is used to decrypt said electronic media content and said access data is provided via a third method of transmission.

58. The method of claim 50, wherein said media player determines whether to allow said media player to play electronic media content based upon access rules.

59. The method of claim 50, wherein said second method of transmission is a wireless transmission.

60. The method of claim 50, wherein said advertising content is provided to said user based upon advertising criteria.

61. The method of claim 50, wherein said media player determines whether to play said advertising content based upon a service level.

20 62. The method of claim 50, wherein said advertising content provider pays a payment to have its advertising content played on said media player and said electronic media content provider is paid at least a portion from said payment.

63. The method of claim 50, wherein said media player can receive data but cannot transmit data.

64. The method of claim 50, wherein said media player can receive and transmit data.

65. A method of electronically providing electronic media content and advertising content,

5 said method comprising the steps of:

providing a media player;

providing electronic media content;

providing advertising content;

providing access data regarding said electronic media content;

10 electronically providing said media player with said electronic media content via a first method of transmission;

decrypting said electronic media content;

15 electronically providing said media player with said access data via a third method of transmission, wherein said media player provides said electronic media content to a user after said step of electronically providing said media player with said access data and after said step of decrypting;

disconnecting said media player from said first method of transmission wherein said media player ceases to receive electronic media content via said first method of transmission; and

20 after said step of disconnecting, electronically providing said media player with advertising content via a second method of transmission.

66. The method of claim 65, wherein said media player electronically controls when said advertising content is provided to said user.